





**R-24**

**Date:** August 24, 2004

**To:** Honorable Mayor and Members of the City Council

**From:** Councilmember Tonia Reyes Uranga, Seventh District   
Councilmember Rae Gabelich, Eighth District 

**Subject:** **AGENDA ITEM: STATUS REPORT ON GENERAL PLAN UPDATE**

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The 2010 Strategic Plan identified the goal of building a strong network of healthy neighborhoods, "We will identify our neighborhoods, determine their assets and weaknesses, and form strategies to meeting community needs by reallocating resources, forming partnerships, distributing services at the community level and leveraging technology to make the most of scarce resources." While The 2010 Plan sets long-range goals for the City, it does not establish the land use elements to achieve these strategic plans.

The City of Long Beach has been working with the community since January of 2004 to update the Land Use and Transportation Elements of the City's General Plan. Future alternative land use scenarios and preliminary land use and mobility recommendations gathered from Community Cluster representatives are now being organized into six focus groups, as follows:

1. Social Service Providers – including disabled, youth, seniors, low-income and homeless services;
2. Small Businesses – including owners and organizations;
3. Large Businesses – including owners and organizations;
4. Developers, Architects, and Lenders;
5. Education; and
6. Real Estate and Apartment Owners.

City Council discussions, and the City Manager's "Voice Your Choice" surveys have emphasized the importance of public participation in planning for the diverse needs of the City. The public has voiced an interest in the development of a Master Plan and mechanisms for citizen input in land use decisions. We believe that a status report on the General Plan Update would be beneficial at this time, as we enter a new phase of the process by opening a public dialogue with other interested stakeholders from the community.

**Suggested Action: Receive and File a Status Report on the General Plan Update**